

HELENSBURGH AND LOMOND ECONOMIC DEVELOPMENT ACTION PLAN, 2016/21 – UPDATED END OF MARCH 2017

It should be noted that the SMART actions outlined below will be undertaken by appropriate staff and teams of staff across the EDST Service.

INVESTMENT

Investment in infrastructure (physical and digital), islands, key sectors, business support, communities and people will in turn attract further business investment, stimulate economic activity and deepen access to the labour market in the Helensburgh and Lomond (H&L) area.

H&L: INVESTMENT IN INFRASTRUCTURE - PHYSICAL/CAPITAL PROJECTS				
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Progress to Date (end Mar 2017)
Rural Growth is underpinned by a cohesive approach to regeneration. (Outcome 2)	Capital investment has successfully regenerated H&L in a manner that optimises sustainable economic growth.	Regenerate the Helensburgh Waterfront (new swimming pool and leisure facilities building, flood defences, car parking, public realm and retail development opportunity).	<ol style="list-style-type: none"> 1. Approval of Project Initiation Document and development funding, August 2016 (Libor £5m award from UK Government). 2. Procurement of Design Team and Project Cost Consultants, autumn 2016. 3. Concept designs taken forward to detailed design, planning and Full Business Case development. 	<ol style="list-style-type: none"> 1. Approved August 2016 2. H&LAC advised on 14-Mar-17 that the Senior Management Team had taken the decision to deliver as much of the Design development and Cost Management services using in-house resources. A revised procurement exercise, for Design (leisure building/swimming pool) and Cost Management was launched on 3-Apr-17 with Stage 1 submissions due back 5-May-17 and Contract Awards scheduled for 4-Aug-17. [Next Period - In the intervening period we will be commissioning a number of critical surveys including: topographical; bathymetric; transport management; ecological etc. additionally we will commission design support for the flood defences and CDM-Advisory services]. 3. Awaiting appointment of Design Team and Costs Consultants

H&L: INVESTMENT IN INFRASTRUCTURE - PHYSICAL/CAPITAL PROJECTS (CONTINUED)				
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Progress to Date (end Mar 2017)
		Council approval to purchase former Gasometer site.	<ol style="list-style-type: none"> Autumn 2016. Explore the potential to incorporate an overflow, multi storey, car park. 	1&2 ABC has purchased the Gasometer site from SGN and SPT has awarded £300k of capital funding to progress the construction of a park and ride car park in 2017/18. The council is also seeking funding from Transport Scotland who is keen to improve parking at Scottish Stations. The car park designs are being finalised and the planning application and tender will be progressed in due course. A meeting with ABC / Scotrail will also be held to agree the future operation of the park and ride car park. The construction works will require to be completed by 31 st March 2018 in line with grant funding conditions.
		Shop front grants	<ol style="list-style-type: none"> Second phase during March to June 2016. Evaluation of round 2 applications July 2016. Report to H&L Area Committee on outcome of evaluation/approval of applications September/ October 2016. 	<ol style="list-style-type: none"> Complete Award Letters Issued on 23 November 2016 Report Approved by Area Committee on 11 October 2016. Responsibility for day to day management of the process has been transferred to Economic Development Officer, and is being progressed.
		Redevelopment of Hermitage Park	<ol style="list-style-type: none"> Contract award and capital works commence autumn 2016. Activity plan underway by December 2016. 	<ol style="list-style-type: none"> Contract awarded for LOT 2 landscape works and works commenced February 2017. LOT 2 - Pavilion was retendered and bids are being considered. In progress and activities programmed for 2017.
		Redevelopment of Kilmahew/St. Peter's Seminary.	<ol style="list-style-type: none"> Establish monitoring system for draw down of Council and Regeneration Community Grant Fund monies. Works commence spring 2017. 	<ol style="list-style-type: none"> Completed – RCGF of £650K has been drawn down and Council capital funding of £250K is programmed for draw down in 2017/18. No change.

H&L: INVESTMENT IN KEY SECTORS AND BUSINESS SUPPORT				
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Progress to Date (end Mar 2017)
The environment is part of the solution to a growing economy.	H&L recognised as an accessible location for documentary/ film production.	Documentary and film production in H&L.	<ol style="list-style-type: none"> 1. Attract 2 documentary/film productions to H&L by end of March 2017. 2. Calculate the spend generated by production activity by end of March 2017. 	<ol style="list-style-type: none"> 1. There have been 11 productions completed. This consisted of two drama series for the BBC and one for ITV, two photoshoots, two commercials, one Netflix series, a short film, a factual documentary and a travel TV programme based around Argyll. 2. This has generated approximately £323,000 into the local economy.
Entrepreneurship is at the heart of all we do. (Outcome 1)	Sustainable and growing businesses in H&L.	Roadshow across the H&L business community to promote available business support with a focus on the EDFR funded Local Growth Accelerator Programme.	1. The Head of Economic Development & Strategic Transportation accompanied by Business Gateway staff will repeat the Business Lunch event held late 2015 in Helensburgh in the autumn 2016.	<p>ERDF funded Local Growth Accelerator Programme was launched 31/10/16 and included in the funding seminar as part of Argyll Enterprise Week (as was LEADER). First applications for BG LGAP support already received from HL area.</p> <p>1. Business Lunch held in Helensburgh 10/10/16 with 5 attendees</p>
		Development of Ben Arthur Resort	1. Publicise and market Ben Arthur site, Arrochar as a major development site for leisure and recreation facilities.	To return to this action in 2017/18.
		Delivery of the Luss Masterplan.	1. Encourage the expansion of the Luss village for residential and commercial use.	To return to this action in 2017/18. Parking consultation on-going.
Areas within Argyll and Bute realise their unique potential through partnership working. (Outcome 1)	H&L (Faslane/HM Clyde Naval Base) is recognised as a key location for defence at a national level.	Development and delivery of the Maritime Change Programme.	<ol style="list-style-type: none"> 1. A Strategic Delivery Framework formalised with the MOD and other Community Planning Partners during 2016. 2. An Action Programme to be developed by the end of March 2017 to exploit the identified economic opportunities from this programme. 	<ol style="list-style-type: none"> 1. A collaborative workshop with the MOD to look at operational matter was held on 18th January 2017. 2. A partnership action plan was developed outlining the feedback from the event under the following six key themes: <ul style="list-style-type: none"> • developable land & business premises; • transport; • skills requirements; • promotion and branding of Helensburgh and Lomond; • town centre enhancement; and • SME support.

H&L: INVESTMENT IN PEOPLE				
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Progress to Date (end Mar 2017)
<p>Everyone in Argyll and Bute is supported to be ambitious and realise their full potential. (Outcome 3)</p> <p>Education and training opportunities are aligned to economic development opportunities both within Argyll and Bute and nationally. (Outcome 3)</p>	<p>Education and skills training opportunities are aligned to economic development opportunities within H&L.</p>	<p>Education and skills training with a focus on the expertise at the HM Clyde Naval Base.</p>	<ol style="list-style-type: none"> 1. Identify 10 retired professionals to transfer skills and knowledge to young people/school pupils by end of March 2017. 2. Development of supply chain businesses to support the HM Clyde Naval Base at Faslane. 	<p>1&2 These in-year milestones have been captured within the partnership action plan that was developed outlining the feedback from the MOD event on 18th January under the following six key themes:</p> <ul style="list-style-type: none"> • developable land & business premises; • transport; • skills requirements; • promotion and branding of Helensburgh and Lomond; • town centre enhancement; and • SME support.

INNOVATION

H&L must foster a culture of innovation alongside specific initiatives.

H&L: INNOVATION - ENTREPRENEURSHIP				
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Progress to Date (end Mar 2017)
Entrepreneurship is at the heart of all we do. (Outcome 1)	H&L is recognised as a key location for enterprise and entrepreneurial activity.	Identify building blocks for establishing the Virtual Centre for Innovators in Helensburgh.	1. Argyll and Bute Council to work with Scottish Enterprise (SE) and key stakeholders, such as the Helensburgh Community Council, to take forward the concept of a Virtual Centre for Innovators by the end of 2017.	This concept is now been taken forward by the Helensburgh Community Council with a pilot being undertaken in the Helensburgh Library. Council officers from Economic Development and the Argyll and Bute and contact from Scottish Enterprise received a presentation from the Helensburgh Community Council on the 8th February on this pilot approach.

INTERNATIONALISATION

Enable H&L to take advantage of international opportunities by rethinking its role in an evolving global context.

INTERNATIONALISATION – PROMOTION AND MARKETING OF H&L				
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Progress to Date (end Mar 2017)
Argyll and Bute has a positively promoted image within and outwith its area boundary. (Outcome 1)	H&L is a destination of choice for families, individuals and businesses to relocate, live and work.	Delivery of the Marketing Action Plan.	<ol style="list-style-type: none"> Promotion of success of major capital regeneration projects and venue marketing, such as the Colquhoun Square Helensburgh and successful NVA event at St. Peter's Seminary, Cardross. Joined up marketing of local events e.g. Highland Games, Winter Festival, Beer Festival, half marathons/10k, music festivals, regattas, Navy Days, etc. - attractive for visitors and also for people who may decide to move there. Establish a joint working group, comprising of key stakeholders potentially led by the local AITC agent, to assist with this work to focus on activities and actions across the whole of the H&L area to attract day trippers, longer stay visitors and new residents. 	<ol style="list-style-type: none"> New promotional stand promoting regeneration in Helensburgh was completed in March. Helensburgh was prominently features in the first of the Transformation magazine and there was an eight page feature about the town's regeneration in the Helensburgh Advertiser to celebrate the launch of Hinterland. Ongoing. Ongoing – contact to be made with all key stakeholders.